1) bluff 8- or 9-; EV is +$31/game

2) value-bet 8+; EV is +$4/game

3) bluff 4- or 5-; EV is +$6/game

4) Bill's optimal strategy is to call with the top x% of hands, where x can be any real number in [0.45,0.5]. (If x=0.45, then his strategy is to call 7+, and call a 6 50% of the time.) If he does this, Jen's optimal strategy is to always bluff a 1, never bluff a 2, and always value-bet 9+. Bill actually wins when both players play optimally, profiting $1 per game.